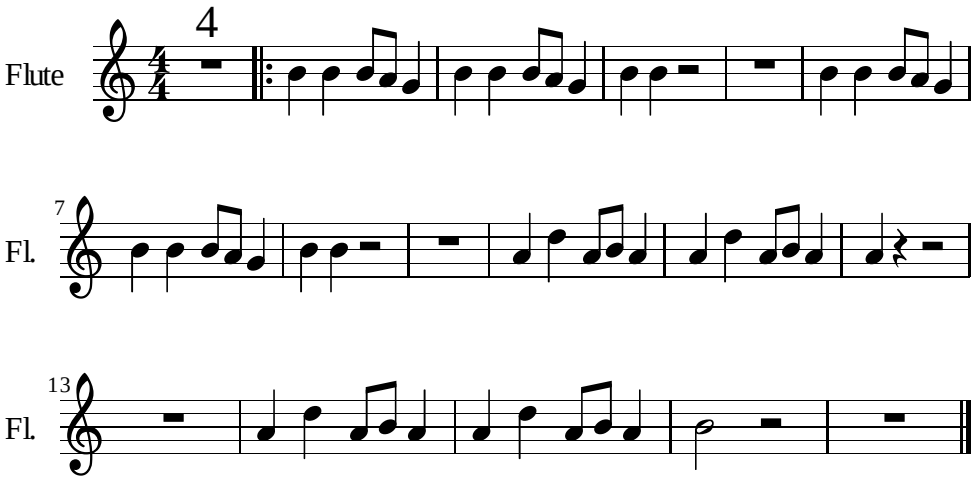Cheap